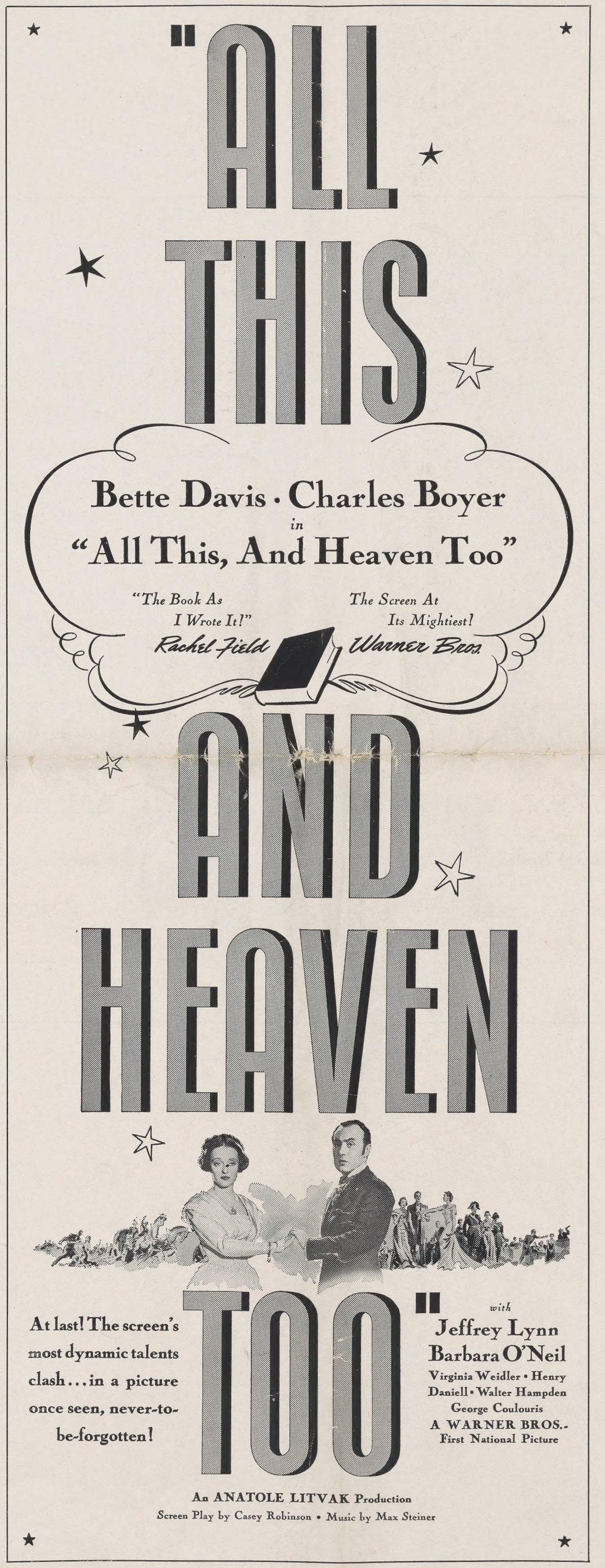
ADVERTISING SECTION


"ALL THIS
Bette Davis · Charles Boyer
in
"All This, And Heaven Too"
"The Book As I Wrote It!" Rachel Field
The Screen At Its Mightiest! Warner Bros.
AND HEAVEN
TOO"
with
Jeffrey Lynn
Barbara O'Neil
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris
A WARNER BROS.-First National Picture
At last! The screen's most dynamic talents clash... in a picture once seen, never-to-be-forgotten!
An ANATOLE LITVAK Production
Screen Play by Casey Robinson • Music by Max Steiner

Mat 303—16½ inches x 3 columns (696 lines)—45c

BETTE DAVIS and CHARLES BOYER

JEFFREY LYNN

BARBARA O'NEIL

Virginia Weidler • Henry Daniell

Walter Hampden • George Coulouris

A WARNER BROS.-First Nat'l Picture

An ANATOLE LITVAK Prod'n

"ALL THIS, AND HEAVEN TOO"

From the Great Novel by RACHEL FIELD

Screen Play by Casey Robinson

Music by Max Steiner

Mat 501—8½ inches x 5 columns (600 lines)—75c

THIS AD ALSO AVAILABLE IN THREE-COLUMN SIZE

Mat 305—5¼ inches x 3 columns (216 lines)—45c

ALL THIS

Brighter Than Any Stars In Heaven!

Bette Davis and **Charles Boyer**

Mightier Than Any Love On Earth!

"All This, And Heaven Too"

AND HEAVEN TOO

"My grateful thanks to all who made this picture possible. It is a revelation to me of what sympathetic handling of a book can be."

Rachel Field

Presented by **WARNER BROS.** with

JEFFREY LYNN

BARBARA O'NEIL

Virginia Weidler • Henry Daniell

Walter Hampden • George Coulouris

An **ANATOLE LITVAK** Production

A WARNER BROS.-First Nat'l Picture

Screen Play by Casey Robinson • Music by Max Steiner

Mat 402—10¼ inches x 4 columns (576 lines)—60c

"ALL THIS AND HEAVEN TOO"

Brighter Than Any Stars In Heaven!

Bette Davis and **Charles Boyer**

Mightier Than Any Love On Earth!

"All This, And Heaven Too"

"Here is the book as I wrote it!" — *Rachel Field*

Its haunting memory will still be bright when tomorrow's pictures are forgotten!

with

Jeffrey Lynn
Barbara O'Neil
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris

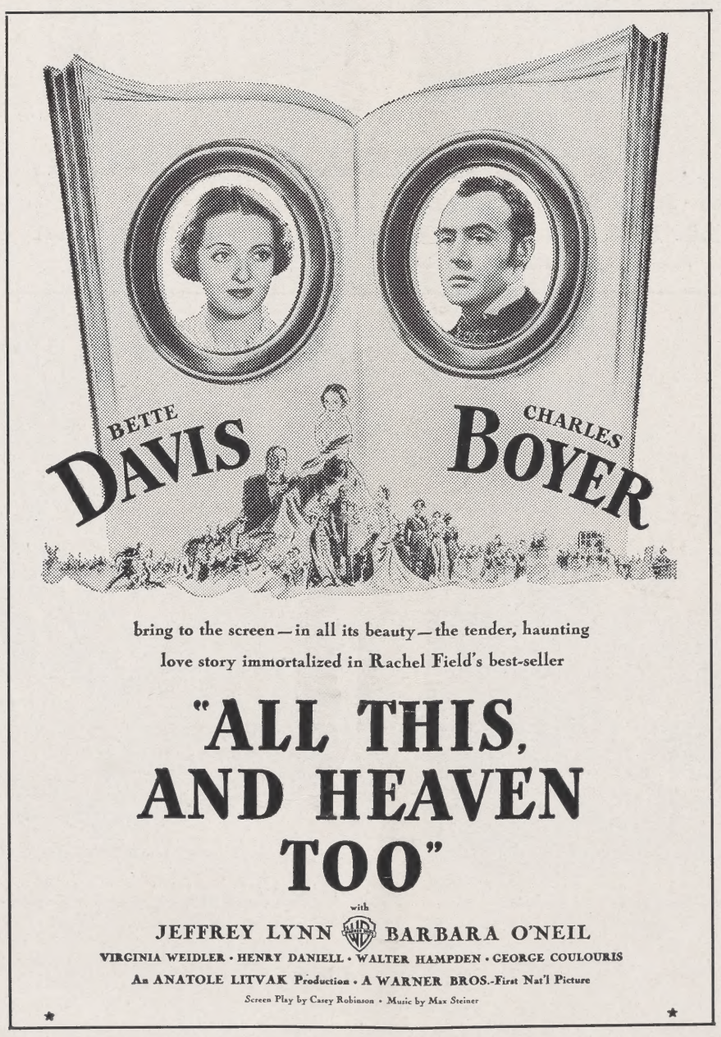
An ANATOLE LITVAK Production • A WARNER BROS.-First Nat'l Picture

Screen Play by Casey Robinson • Music by Max Steiner

Mat 304—16½ inches x 3 columns (693 lines)—45c

BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
NO LOVE MORE POIGNANT...
NO STARS MORE STIRRING...
NO PICTURE MORE MEMORABLE!
"Here is the book as I wrote it!"—Rachel Field
with Jeffrey LYNN • Barbara O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris
An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson
Music by Max Steiner

Mat 308—9½ inches x 3 columns (399 lines)—45c


BETTE
DAVIS
CHARLES
BOYER
bring to the screen—in all its beauty—the tender, haunting
love story immortalized in Rachel Field's best-seller
"ALL THIS, AND HEAVEN TOO"
with
JEFFREY LYNN BARBARA O'NEIL
VIRGINIA WEIDLER • HENRY DANIELL • WALTER HAMPDEN • GEORGE COULOURIS
An ANATOLE LITVAK Production • A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 214—6¼ inches x 2 columns (174 lines)—30c

BETTE **DAVIS** *and* CHARLES **BOYER**

★

To the millions who found greatness in Rachel Field's strange, deep-stirring story ... to the millions who have awaited the first, fateful meeting of these two incomparable stars...to the millions who ever search for heaven-sweeping romance...

HERE IS YOUR PICTURE
...MIGHTY, MEMORABLE
...A MASTERPIECE!

"ALL THIS, AND HEAVEN TOO"

★

"In all essentials, the screen version is not only the book as I wrote it, but a projection of the characters themselves, heightened by the art of Miss Davis, Mr. Boyer and an extraordinarily fine supporting cast."
Rachel Field

with
JEFFREY LYNN • BARBARA O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris
An ANATOLE LITVAK Production • A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 401—8¾ inches x 4 columns (492 lines)—60c

BETTE
DAVIS
CHARLES
BOYER
"My grateful thanks to all who made this picture possible."
—Rachel Field
When other books and films are forgotten, you still will cherish all this: the tenderest story ever told... the mightiest love ever lived ...and the momentous first meeting of the screen's greatest dramatic stars!
"ALL THIS, AND HEAVEN TOO"
By RACHEL FIELD
with JEFFREY LYNN
BARBARA O'NEIL
Virginia Weidler · Henry Daniell
Walter Hampden · Geo. Coulouris
An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson · Music by Max Steiner
THEATRE

Mat 302—9¼ inches x 3 columns (390 lines)—45c

The Picture You Will Ever Remember!
"ALL THIS, AND HEAVEN TOO"
A Romantic Triumph By WARNER BROS.
BETTE
DAVIS
CHARLES
BOYER
"The book as I wrote it"
Rachel Field
with JEFFREY LYNN
BARBARA O'NEIL
An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture
Virginia Weidler · Henry Daniell
Walter Hampden · Geo. Coulouris
Screen Play by Casey Robinson • Music by Max Steiner
Two heaven-sent stars at long last meet... to transform a memorable novel into an unforgettable motion picture!

Mat 307—4½ inches x 3 columns (124 lines)—45c

BETTE DAVIS AND CHAS. BOYER

"ALL THIS AND HEAVEN TOO"

The screen has never held greater thrills than these: the deep-stirring romance of two heaven-destined lovers ...the magnificent surge of its history-making story ...and the first, momentous meeting of Hollywood's most dynamic stars!

with **JEFFREY LYNN**
Virginia Weidler · Henry Daniell
An ANATOLE LITVAK Production

BARBARA O'NEIL
Walter Hampden · Geo. Coulouris
A WARNER BROS.-First Nat'l Picture

From the Great Novel by RACHEL FIELD • Screen Play by Casey Robinson • Music by Max Steiner

Mat 306—7 inches x 3 columns (294 lines)—45c

BETTE DAVIS AND CHARLES BOYER

"ALL THIS, AND HEAVEN TOO"

From the deep-stirring pages of an unforgettable novel emerges the most exciting love of modern times. And from the very depths of their fiery talents the screen's most dynamic stars forge their supreme performances! Truly, this is a masterpiece to be remembered!

with **JEFFREY LYNN · BARBARA O'NEIL**
Virginia WEIDLER · Henry DANIELL · Walter HAMPDEN · George COULOURIS
An ANATOLE LITVAK Production · A WARNER BROS.-First National Picture
Screen Play by Casey Robinson · Music by Max Steiner

Mat 211— 9½ inches x 2 columns (262 lines)—30c

BETTE DAVIS and CHARLES BOYER

From the heights of Rachel Field's haunting pages come two heaven-sent stars to thrill millions of hearts with their poignant portrayals of a mighty love!

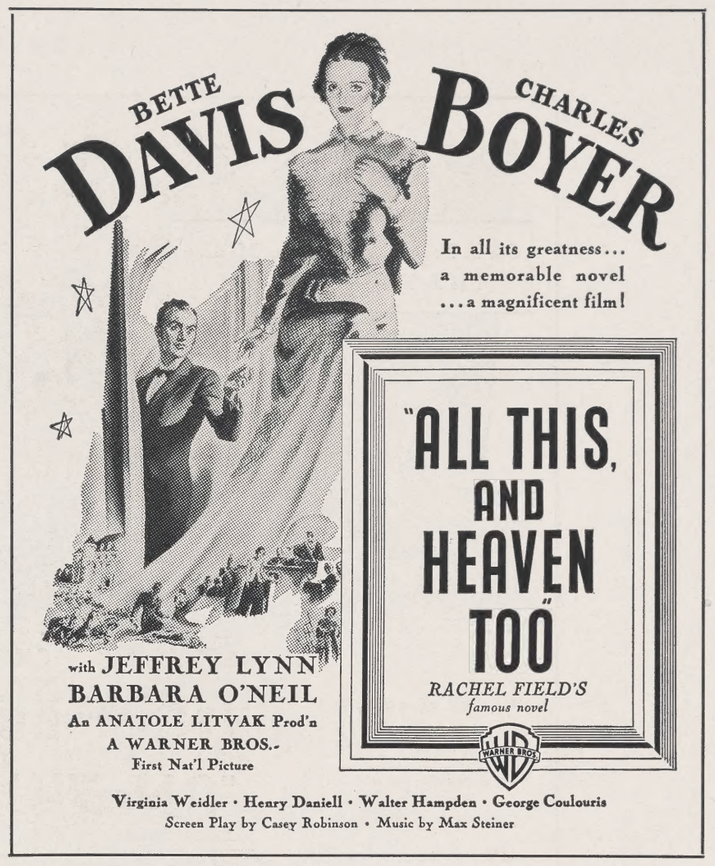
"ALL THIS, AND HEAVEN TOO"

with
JEFFREY LYNN · BARBARA O'NEIL
Virginia WEIDLER · Henry DANIELL · Walter HAMPDEN · George COULOURIS
An ANATOLE LITVAK Production · A WARNER BROS.-First National Picture
Screen Play by Casey Robinson · Music by Max Steiner

Mat 215—9 inches x 2 columns (248 lines)—30c

BETTE
DAVIS
CHARLES
BOYER
"ALL THIS AND HEAVEN TOO"
A memorable book transformed into an unforgettable picture!
"Here is the book as I wrote it"—
Rachel Field
with
JEFFREY LYNN · BARBARA O'NEIL
Virginia WEIDLER · Henry DANIELL · Walter HAMPDEN · George COULOURIS
An ANATOLE LITVAK Production · A WARNER BROS.-First National Picture
Screen Play by Casey Robinson · Music by Max Steiner

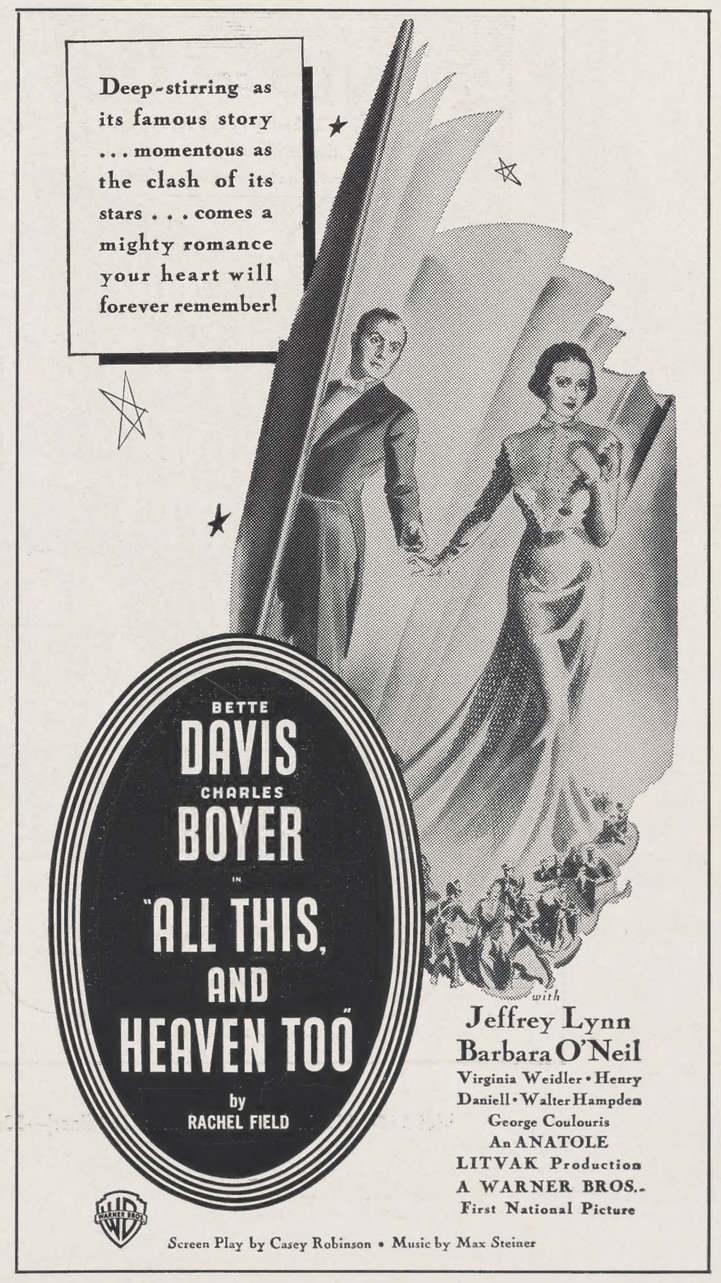
Mat 216—4 inches x 2 columns (112 lines)—30c


BETTE
DAVIS
CHARLES
BOYER
In all its greatness... a memorable novel ...a magnificent film!
"ALL THIS, AND HEAVEN TOO"
RACHEL FIELD'S famous novel
with JEFFREY LYNN
BARBARA O'NEIL
An ANATOLE LITVAK Prod'n
A WARNER BROS.-
First Nat'l Picture
Virginia Weidler · Henry Daniell · Walter Hampden · George Coulouris
Screen Play by Casey Robinson · Music by Max Steiner

Mat 217—5 inches x 2 columns (142 lines)—30c

"ALL THIS
Bette Davis · Charles Boyer
in
"All This, And Heaven Too"
"The Book As I Wrote It!" — Rachel Field
The Screen At Its Mightiest! — Warner Bros.
AND
HEAVEN
TOO"
At last! The screen's most dynamic talents clash... in a picture once seen, never-to-be-forgotten!
with
Jeffrey Lynn
Barbara O'Neil
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris
A WARNER BROS.-First National Picture
An ANATOLE LITVAK Production
Screen Play by Casey Robinson • Music by Max Steiner

Mat 205—11 inches x 2 columns (310 lines)—30c


Deep-stirring as its famous story ... momentous as the clash of its stars ... comes a mighty romance your heart will forever remember!
BETTE
DAVIS
CHARLES
BOYER
IN
"ALL THIS, AND HEAVEN TOO"
by
RACHEL FIELD
with
Jeffrey Lynn
Barbara O'Neil
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris
An ANATOLE LITVAK Production
A WARNER BROS.-First National Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 219—7¾ inches x 2 columns (220 lines)—30c

See It Tonight...Cherish Its Memory
For A Thousand Tomorrows!
BETTE DAVIS AND CHARLES BOYER
"ALL THIS, AND HEAVEN TOO"
• In all essentials, it is not only the book as I wrote it, but a projection of the characters themselves . . . heightened by the art of Miss Davis and Mr. Boyer.
Rachel Field
with JEFFREY LYNN BARBARA O'NEIL
VIRGINIA WEIDLER·HENRY DANIELL·WALTER HAMPDEN·GEORGE COULOURIS
An ANATOLE LITVAK Production • A WARNER BROS.-First National Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 213—6½ inches x 2 columns (182 lines)—30c

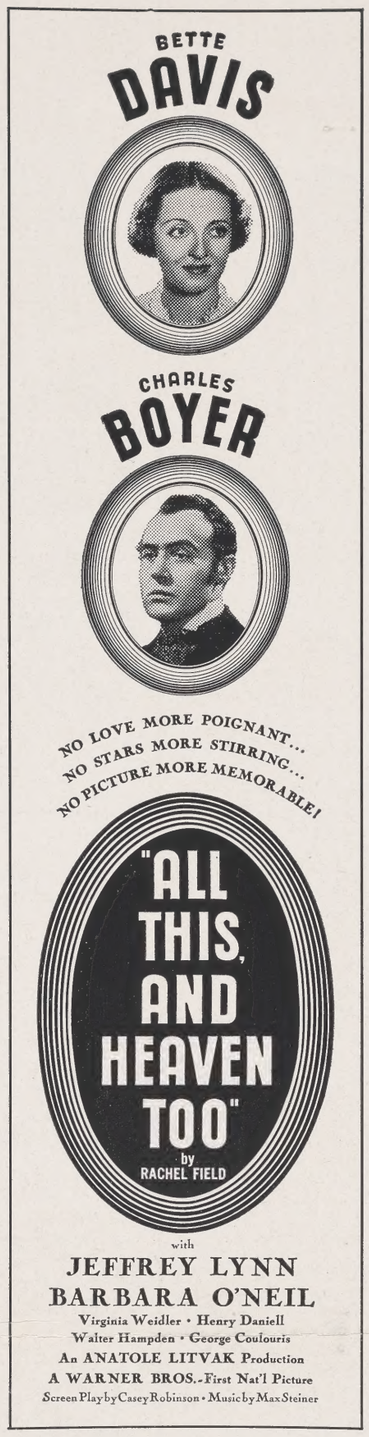
BETTE
DAVIS
CHARLES
BOYER
At last!
The screen's most dynamic talents clash...in a picture once seen, never-to-be-forgotten!
"ALL THIS, AND HEAVEN TOO"
From the book by Rachel Field with
JEFFREY LYNN
BARBARA O'NEIL
Virginia Weidler • Henry Daniell
Walter Hampden • George Coulouris
An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson. Music by Max Steiner

Mat 109
9 inches (125 lines)—15c

BETTE DAVIS and CHARLES BOYER
The beauty of this love story...
the brilliance of these stars...
will live in your memory forever!
"ALL THIS, AND HEAVEN TOO"
"Here is the book as I wrote it!" Rachel Field
with Jeffrey LYNN • Barbara O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris
An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 218—6½ inches x 2 columns (182 lines)—30c

Mat 111
4½ inches (64 lines)—15c



Mat 112
8¾ inches (121 lines)—15c

Mat 110
4½ inches (62 lines)—15c

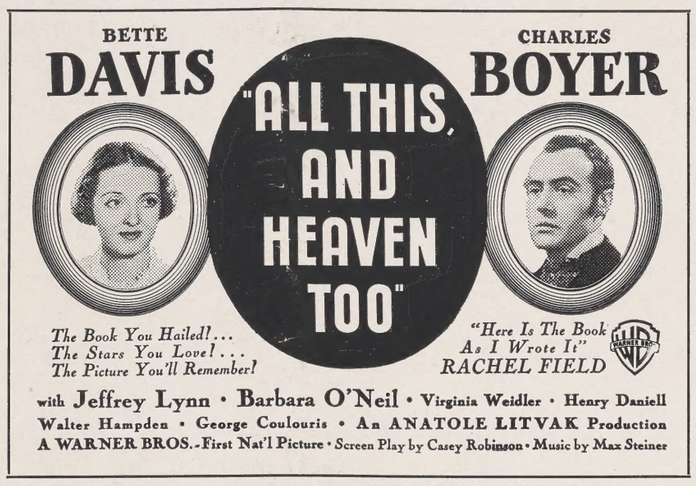
"ALL THIS AND HEAVEN TOO"
Brighter Than Any Stars In Heaven!
Bette Davis and Charles Boyer
Mightier Than Any Love On Earth!
"All This, And Heaven Too"
"Here is the book as I wrote it!" Rachel Field
Its haunting memory will still be bright when tomorrow's pictures are forgotten!
with
Jeffrey Lynn
Barbara O'Neil
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris
An ANATOLE LITVAK Production • A WARNER BROS.-First Nat'l Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 210—11 inches x 2 columns (312 lines)—30c

Mat 106
7½ inches (104 lines)—15c

BETTE DAVIS • CHARLES BOYER
"ALL THIS, AND HEAVEN TOO"
"The Book As I Wrote It."
RACHEL FIELD
The Screen At Its Mightiest!
WARNER BROS.
with JEFFREY LYNN • BARBARA O'NEIL • Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris
An ANATOLE LITVAK Prod'n • A WARNER BROS.-First Nat'l Picture • Screen Play by Casey Robinson • Music by Max Steiner

Mat 309—1½ inches x 3 columns (60 lines)—45c

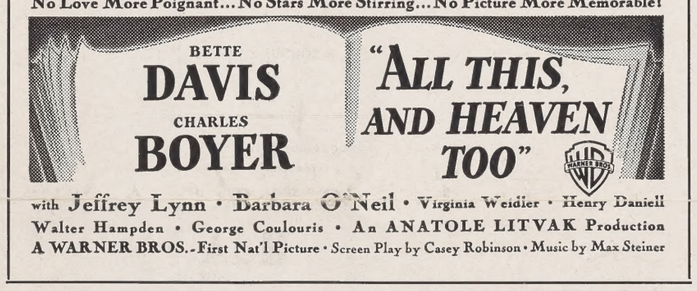

BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
The Book You Hailed!...
The Stars You Love!...
The Picture You'll Remember!
"Here Is The Book As I Wrote It"
RACHEL FIELD
with Jeffrey Lynn • Barbara O'Neil • Virginia Weidler • Henry Daniell
Walter Hampden • George Coulouris • An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture • Screen Play by Casey Robinson • Music by Max Steiner

Mat 220—2¾ inches x 2 columns (74 lines)—30c

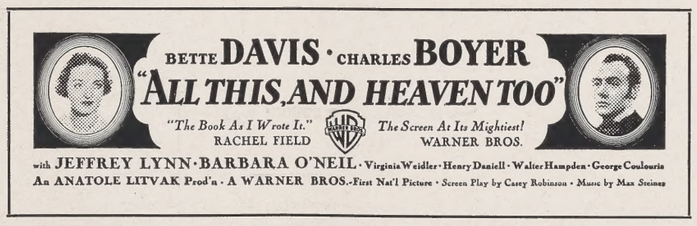
Mat 108
5¾ inches (81 lines)—15c

BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
"Here is the book as I wrote it."—Rachel Field
with Jeffrey LYNN • Barbara O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris • An ANATOLE LITVAK Production
A WARNER BROS.-First National Picture
Screen Play by Casey Robinson • Music by Max Steiner

Mat 114
3 inches (43 lines)—15c


No Love More Poignant...No Stars More Stirring...No Picture More Memorable!
BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
with Jeffrey Lynn • Barbara O'Neil • Virginia Weidler • Henry Daniell
Walter Hampden • George Coulouris • An ANATOLE LITVAK Production
A WARNER BROS.-First Nat'l Picture • Screen Play by Casey Robinson • Music by Max Steiner

Mat 221—1½ inches x 2 columns (46 lines)—30c


BETTE DAVIS • CHARLES BOYER
"ALL THIS, AND HEAVEN TOO"
"The Book As I Wrote It."
RACHEL FIELD
The Screen At Its Mightiest!
WARNER BROS.
with JEFFREY LYNN • BARBARA O'NEIL • Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris
An ANATOLE LITVAK Prod'n • A WARNER BROS.-First Nat'l Picture • Screen Play by Casey Robinson • Music by Max Steiner

Mat 222—1 inch x 2 columns (28 lines)—30c

TWO ADS ON ONE MAT

Mat 113—15c

See It Tonight...Cherish Its Memory
For A Thousand Tomorrows!
BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
by Rachel Field
with Jeffrey LYNN • Barbara O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris An ANATOLE LITVAK Production
A WARNER BROS.-First National Picture
Screen Play by Casey Robinson • Music by Max Steiner
BETTE
DAVIS
CHARLES
BOYER
"ALL THIS, AND HEAVEN TOO"
by Rachel Field
with Jeffrey LYNN • Barbara O'NEIL
Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris • An ANATOLE LITVAK Production
A WARNER BROS.-First National Picture
Screen Play by Casey Robinson • Music by Max Steiner

Vitaphone Shorts

TECHNICOLOR PRODUCTIONS presents "Cinderella's Feller." This brilliantly-colored musical includes a group of extremely talented youngsters in its cast. 5006—Technicolor Productions—Two Reels—19 Minutes.

MERRIE MELODIES offers "Tom Thumb in Trouble," a charming tale of the tiny woodsman's son who gets into engrossing adventures and misadventures of all kinds. 5320—Merrie Melodies—10 Minutes.

THE COLOR PARADE spotlights a fascinating subject in the chromatically-perfect "Gun Dog's Life," for we are shown the intricacies in the training of an American gun dog. 5407—The Color Parade—10 Minutes.

MELODY MASTERS swings out with "Larry Clinton and Orchestra." The dipsy doodler plus Bea Wain sends out the tunes your audience likes to hear and leaves 'em stompin' for more. 5508—Melody Masters—10 Minutes.

VITAPHONE VARIETIES' latest laff-fest is "No Parking," newest in the Grouch Club series. Here our harrassed hero gets into some hilarious scrapes with the police department. 5704—Vitaphone Varieties—10 Minutes.

LOONEY TUNES stars Porky Pig in "The Chewin' Bruin," wherein our old pal learns the screamingly funny tale of the fat little bear cub who had a strange weakness for chewin' tobacco. 5614—Looney Tunes—7 Minutes.

FLASHING THE COMING OF A GREAT ATTRACTION!....

The advance advertising on your screen of ATAHT is a very important phase of your campaign....

Warners production trailer for ATAHT makes the greatest impression for your showing and puts the picture on everybody's 'must-see-list.'

Book it now and start running it earlier than usual.

Official Billing

WARNER BROS. 40%
Pictures, Inc. Presents 5%

BETTE DAVIS and CHARLES BOYER 100%

in

'ALL THIS, AND HEAVEN TOO' 100%

By Rachel Field 25%

with

JEFFREY LYNN - BARBARA O'NEIL 60%

Virginia WEIDLER 15% Henry DANIELL 15% Walter HAMPDEN 15% George COULOURIS 15%

An Anatole Litvak Production 25%

Screen Play by Casey Robinson 3%

Music by Max Steiner 3%

A Warner Bros.-First National Picture 5%

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Wisconsin Center
for Film and Theater Research

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